

Best practices in effective designs
for the administration of federal elections

Section 8: Appendix

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About AIGA / Design For Democracy

About AIGA

AIGA, the professional association for design, is the oldest and largest membership association for design professionals engaged in the discipline, practice and culture of designing. Its mission is to advance designing as a professional craft, strategic tool and vital cultural force.

The organization was founded as the American Institute of Graphic Arts in 1914. Since then, it has become the preeminent professional association for communication designers, broadly defined. In the past decade, designers have increasingly been involved in creating value for clients (whether public or business) through applying design thinking to complex problems, even when the outcomes may be more strategic, multidimensional and conceptual than what most would consider traditional communication design. AIGA now represents more than 19,000 designers of all disciplines through national activities and local programs developed by more than 55 chapters and 200 student groups.

AIGA supports the interests of professionals, educators and students who are engaged in the process of designing. The association is committed to stimulating thinking about design, demonstrating the value of design, and empowering success for designers throughout the arc of their careers. Through conferences, competitions, exhibitions, publications and websites, AIGA inspires, educates and informs designers, helping them to realize their talents and to advocate the value of design among the media, the business community, governments and the public.

About Design for Democracy

Design for Democracy is a strategic initiative of AIGA. The organization's goal is to increase civic participation by making experiences clearer, more understandable, easier to accomplish and more trustworthy. Design and social research professionals collaborate to enable compelling, efficient and trust-building experiences between government and the governed.

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